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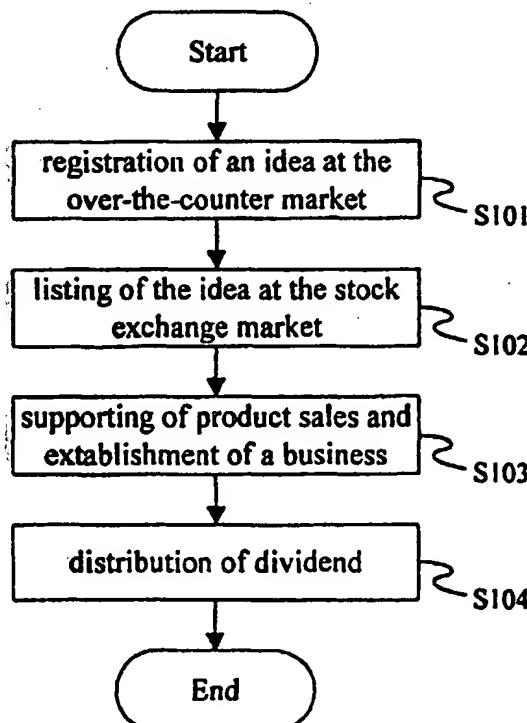
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(54) Title: METHOD OF DEALING IDEAS IN INTERNET



(57) Abstract: A web site for trading of ideas issues cyber stocks for an idea which has been brought in by a user and registered at said web site, the marketability of said idea is then tested by cyber trading of said idea stocks in said web site by the members of the web site; and said web site supports actual marketing of said idea or establishing of a business for said idea by offering the shares for subscription by the members, or by other means, for an idea the marketability of which has been verified. Cyber money and/or cash may be used for trade of the cyber stocks. In addition, the offering of the shares for subscription may be made at one time, or divided at several times. If the stock price reaches a price higher than a predetermined one, a further subscription of the shares may be offered, and if the offering of the shares has been repeated more than a predetermined times, the idea shall be marketed or sold out. The shareholders are allowed to register an idea which is an improvement of the basic idea anytime during the above procedures. The increase in value of the idea brought by the brainstorming of the shareholders will be reflected in the increase of the price of the corresponding stock, the beneficiary of which will be the stockholders.

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## METHOD OF DEALING IDEAS IN INTERNET

### TECHNICAL FIELD

5        The present invention relates to a method for dealing in ideas on the Internet, more specifically, to a method for dealing in ideas on the Internet wherein a user can list his idea on an idea-dealing site; marketability of the listed idea is then tested through virtual trading of the idea stock, commercialization or foundation of a business for the idea of which the marketability has been verified is supported by public subscription of  
10      the stocks or the like, and further, improvement of the idea is contrived for better industrial application.

### BACKGROUND ART

In the early stage of the capitalistic development, it was general that an  
15      enterprise depended wholly on a single investor. As the industry developed, however, the amount of the capital needed for founding and developing an enterprise has grown so much that the absolute amount to be invested has far exceeded the amount payable by a single individual, which made clear that the investments relying on an individual were inefficient.

20        In this regard, as the industry has grown, most enterprises have been trying to incite the public investments for their business activities. As a result, the stock companies became common and construct today a mainstay in the economy.

The securities markets are the main institutions from which the most important companies of the capitalist world raise their capital investment. One of the major

institutions of securities market is the stock exchanges.

The stock exchanges have been organized to enable trading of the listed stocks highly centralized for maximum flexibility, operate with highly sophisticated systems of transaction, settlement, trade agencies, and is equipped with a variety of systems for 5 protection of the investors.

Generally, some prescribed requirements should first be satisfied in order for a stock to be listed on the stock exchange. Hence, the small or medium sized enterprises, venture businesses, or individual inventors who cannot meet such requirements cannot use the stock exchange for procuring their capital funds.

10 In recent years, the importance of devising good ideas has been increasingly emphasized as the knowledge-based information society takes its way. However, even if an individual strikes on a fine idea, it is often the case that the idea is buried without carrying any fruits due to the lack of time, money, and/or other know-how which is necessary for commercialization of the idea.

15 Further, on the part of the investors, too, there exists shortages: although they are willing to invest in a promising idea, they have seldom opportunities to come to contact with ideas waiting for investment, or they cannot make proper investments due to their incapability to appraise the marketability of the idea even in case they fortunately encounter such an idea.

20 Furthermore, assuming that an investor has made an adequate investment in an idea, there still exists such a shortage that he cannot recover his invested capital in a short period of time, since it takes long time until the investment begins to accrue to the investor after the successful commercialization of the idea.

Accordingly, a need has been felt for a method wherein an idea can be protected

in an appropriate manner, commercialization and/or foundation of an enterprise for an idea having marketability are sponsored, further development of the idea is encouraged, and the invested capital be retrieved even prior to commercialization of the idea.

## 5 DETAILED DESCRIPTION OF THE INVENTION

The present invention aims to provide a method for dealing in ideas on the Internet wherein the marketability of a listed idea is tested by cyber stock trading when a user registers his idea at the idea-dealing site and commercialization of the idea or establishment of a business for the idea is supported by public subscription of the stock, 10 etc., if marketability of the idea has been verified.

It is a further objective of the present invention to provide a method for dealing in ideas on the Internet wherein the registration of various improvements of an enlisted idea is allowed so that marketability of the idea is enhanced.

It is another objective of the present invention to provide a method for dealing 15 in ideas on the Internet wherein not only the invested capital can be recovered, but also the investment profit can be obtained even before the idea is commercialized or sold out.

## BRIEF DESCRIPTION OF THE DRAWINGS

Fig. 1 shows the members construction in the first embodiment of the present 20 invention.

Fig. 2 is a flow chart illustrating the method for dealing in ideas according to the first embodiment of the present invention.

Fig. 3 is a flow chart illustrating in detail the process of registering an idea in Fig. 2 on the over-the-counter market.

Fig. 4 is flow chart illustrating in detail the process of listing an idea in Fig. 2 on the stock exchange market.

Fig. 5 is flow chart illustrating in detail the process of selling a product in Fig. 2.

Figs. 6a through 6h are examples of the web pages which are used in the 5 method for trading cyber idea securities according to the first embodiment of the present invention.

Fig. 7 shows a network connection in the method for dealing in ideas according to the second embodiment of the present invention.

Fig. 8 is a block diagram outlining the internal construction of the idea-dealing 10 site 700 in Fig. 7.

Fig. 9 is a flow chart illustrating the procedure in the method for dealing in ideas according to the second embodiment of the present invention.

Fig. 10 is an exemplified screen showing a result of evaluation of an idea provided by an appraiser.

15 Fig. 11 is an exemplified screen showing an improved idea registered by a stockholder.

### THE PREFERRED EMBODIMENTS OF THE INVENTION

According to an embodiment of the present invention, the idea-dealing site 20 issues cyber stocks for an idea when a user accesses the idea-dealing site and registers his idea; members of the idea-dealing site tests the marketability of the registered idea by virtually trading the issued cyber stock; and the commercialization or establishment of a business for the idea having marketability is supported by publicly subscribing the cyber stock to the members of the site. The cyber stock can be purchased by cyber

money or by cash.

Further, according to another embodiment of the present invention, the public subscription of the cyber stock for an idea can also be effected in installments. Here, if the price of the cyber stock becomes higher than a predetermined one after the initial 5 public subscription, additional public offerings of said cyber stock can be provided for predetermined times and then the idea is commercialized or sold out.

In the course of such public subscriptions, the stockholders can register improvements of the original idea. If the value of the idea increases through brain storming of the stockholders, the stock price rises correspondingly, which process 10 enables stockholders to obtain higher returns for their investments.

#### <First Embodiment>

Now, the first example of the preferred embodiments of the present invention is described in detail below making reference to Figs. 1 through 6h.

15 Fig. 1 shows the members construction of the idea-dealing site according to the first embodiment of the present invention.

Referring to Fig. 1, the idea-dealing site 100 comprises general members 110, corporate members 120, agent members 130, and inspector members 140.

The general members 110 who are admitted to the idea-dealing site 100 access 20 the idea-dealing site 100, prepare a description of an idea for disclosure to the public, make improvements thereof, and administer the same. Further, the general members 110 can virtually trade the stocks on ideas disclosed by others using cyber money. Moreover, they can have a predetermined portion of the holdings in commercializing and establishing a business for the disclosed ideas of their own or of others, and can attend

the general meeting of stock holders for commercialization and establishment of a business for the idea.

The corporate members 120, who are interested in buying products, receive information on the products and the priority rights to negotiate in biddings for the 5 products.

The agent members 130, who are the consultants and administrators of the ideas, administer the ideas and carry out commercialization of the ideas, receive a predetermined portion of the holdings and dividend after commercializing and establishing a business for the idea.

10 The inspector members 140 watch for dishonest operations or other unfair actions, notify the products, deliver the market analysis reports, and receive a predetermined portion of the holdings and dividend after commercializing and establishing a business for the idea.

15 The site operator 150, who is responsible for operating the idea-dealing site 100, issues cyber stock and allows registration thereof at the over-the-counter market when a general member 110 applies for registration of an idea at the over-the counter-market.

Further, the operator 150 allows an idea registered at the over-the-counter market to be listed on the stock exchange markets (the 1<sup>st</sup> and the 2<sup>nd</sup> stock exchanges) in the idea-dealing site 100 if the idea satisfies prescribed requirements, develops 20 product(s) for the idea, sells the developed product(s), distributes the dividends from sales of the product(s), and supports establishment of a business for the idea.

Fig. 2 is a flow chart illustrating the method for dealing in ideas according to the first embodiment of the present invention.

First, when a general member 110 accesses the idea-dealing site 100 and applies

for registration at the over-the-counter market by submitting an application including a description of the idea, the idea-dealing site 100 issues a cyber stock and allows registration at the over-the-counter market (step S101).

As next, trading of the issued cyber stock starts. The cyber stock will not be  
5 allowed to be listed at the stock exchange market of idea-dealing site 100 until it satisfies prescribed requirements (e.g., the stock price rises over 5,000won per share) (step S102). Here, transactions are conducted using cyber money, which is granted to the members according to their activities (view of the advertisements, joining as a member, recommendation of new members, etc.).

10 In case a cyber stock has not been traded for over a month, further trade of that stock is suspended and such a cyber stock lacking qualification for the trade is sanctioned by reduction of the total capital or by de-listing of the stock.

On the other hand, for enlisting of an idea stock at the stock exchange market, an examination committee should be organized, which examines the idea stock to  
15 determine whether the conditions for enlisting have been met and allows enlisting thereof, if the conditions are all met.

The idea-dealing site provides simulation of the products for listed ideas, supports making business plans, and assists in obtaining patents or registering domain names. Further, the idea-dealing site supports commercialization or establishment of a  
20 venture business with respect to a qualified idea (step S103) and distributes dividend for the results therefrom (step S104). Here, the idea-dealing site determines the unit price of the commercialized product and distributes profits to the members based on their stock holdings after selling the product.

Further, the idea-dealing site raises capital funds by publicly offering a stock or

by inviting angel investors to support establishment of a business for the idea.

In determining the representative of the established company, the idea provider can be the preferred candidate, and holders of the idea securities can preferably be employed at the established company.

5 Fig. 3 is a flow chart illustrating in detail the process for registering the idea in Fig. 2 at the over-the-counter market.

If an Internet user applies for membership by providing his personal data after signing the membership agreement, the idea-dealing site issues an ID and passwords for the Internet user and admits him as a member (step S201).

10 An example of the web page the idea-dealing site provides to the Internet user who has accessed the site through the Internet is illustrated in Fig. 6a. The web page in Fig. 6a comprises log button 600, order/inquiry button 601, current stock price menu 602, investment analysis menu 603, idea registration menu 604, member center menu 605, and description menu for idea-dealing site 606 as well as login entry window 611, 15 password entry window 612 and signin button 613. The idea-dealing site further comprises, best top 10 window 614 for showing 10 top items in the current prices, 10 bottom items in the current prices, 10 items having the most current trading volumes, 100 stock ratings by individuals, 100 stock ratings by corporations, state of the idea stock exchange window 615 for showing the current market condition of the idea stock 20 market, 10-minute graph for the composite stock price index 618 which shows the fluctuation of the composite stock price graphically, notice board for newly-registered ideas 616 for showing the newly-registered ideas, notice board for news flash 617, notice board for recommended items of ideas 619, and general notice board 620.

A user can become a general member by clicking the signin button 613 in the

web page in Fig. 6a, receiving an application form and the membership agreement, reviewing and signing the agreement, and providing his personal data.

Next, the member makes out a description of an idea (step S202) and then applies for registration thereof at the over-the-counter market (step S204) after filling 5 out the application form for over-the-counter market registration (step S203). Then, the idea-dealing site 100 allows registration at the over-the-counter market (step S205).

The over-the-counter-registered cyber stock can, for example, be issued by 100,000 shares (face value: 500won) and allotted to the idea provider by 30%, the general members by 30%, and the idea-dealing site operator by 40%.

10 An example of the web page used herein is illustrated in Fig. 6b. The general members can be provided with the web page in Fig. 6b by clicking the idea registration menu 604 in the home page in Fig. 6a, which latter homepage is provided after access to the idea-dealing web site.

As shown in Fig. 6b, the transmitted web page comprises registration button 15 621, clear button 622, code entry window 623, product entry window 624, industry entry window 625, and category entry window 626.

The general members can apply for registration at the over-the-counter market by clicking the registration button 621 after having entered a code in the code entry window 623, product name in the product entry window 624, type of business in the 20 industry entry window 625, and over-the-counter market in the category entry window 626. Alternatively, it is also possible that the idea-dealing site 100 automatically bestows a code number for a registered idea instead of entering thereof by a member.

Then, once the over-the-counter market registration has been allowed, the stock is to be traded in the over-the-counter market (step S206).

Here the transaction can start, e.g., with a price of 500won per share, which is supposed to be listed on the stock exchange market when its price reaches 5000won per share. However, if there is no trading on said cyber stock occurs for over a month, trading of the stock will be suspended. Further, it is possible that the maximum volume 5 of holding is limited to 100 stocks per item..

Examples of the web pages used in trading cyber stocks are illustrated in Figs. 6c through 6h. Fig. 6c shows a web page used for buying stocks, Fig. 6d, shows the current status of the items purchased, Fig. 6e shows a web page used for selling stocks, Fig. 6f shows a web page for canceling orders, Fig. 6g shows a web page for transfer 10 confirmation, and Fig. 6h shows a web page for account information.

The general members can receive a web page as Fig. 6c by clicking the order/inquiry menu 601 in Fig. 6a and further clicking the over-the-counter item 631 under the stock buy button 630 in the web page provided. The general members can see the purchased volume by codes after entering a code in the code entry window 635 and 15 then clicking the search button 636. They can also see the purchased volume by items after entering the item in the item entry window 637 and then clicking the search button 638. Further, they can buy stocks by clicking the buy button 639.

Further, the general members can receive a web page as Fig. 6d by clicking the purchased volume by items button 634, which is a lower menu of the stock buy button 20 630 in Fig. 6c. The purchased volume by items can be seen from table 641 in the received web page.

In case a general member wishes to sell stocks, he can sell them in the following manner: first, he clicks the order/inquiry menu 601 in Fig. 6a; second, he further clicks the stock sell menu 650, which is a lower menu, to receive a web page as

Fig. 6e; third, he checks the current holding stocks in the table for current holding stocks 654 in the received web page; finally, he clicks the sell order button 653.

Further, in case a general member wishes to cancel his order, he can cancel the order in the following manner: first, he clicks the order/inquiry menu 601 in Fig. 6a; 5 second, he further clicks the order cancel menu 660, which is a lower menu to receive a web page as Fig. 6f; finally, he clicks the sell order button 662 displayed in the order cancel column provided in the table of the order of the day screen 661 in the received web page and cancels his sell order.

Further, in case a general member wishes a fill inquiry, he can check the list of 10 the order filled in the following manner: first, he clicks the order/inquiry menu 601 in the homepage of Fig. 6a; second, he further clicks the fill inquiry menu 660 which is a lower menu to receive a web page as Fig. 6g; third, he enters the survey period in the period entry window 671 and then clicks the search button 674 to confirm the list of order filled for the indicated period; fourth, he clicks the fill inquiry button for the day 15 672 and receives the list of order filled for the day 675; fifth, he clicks the fill inquiry button for the previous day 673 to confirm the list of order filled for the previous day.

Further, in case a general member wishes an account inquiry, he can check the account in the following manner: first, he clicks the order/inquiry menu 601 in Fig. 6a; second, he further clicks the account inquiry menu 680 which is a lower menu to 20 receive a web page as Fig. 6h; third, he confirms the balance of the account 681 (here, 10,000,000won); fourth, he confirms the list of holding stocks from the table of holding stocks list 682; fifth, he confirms the total estimated value from the table of total estimated value 683.

Fig. 4 is a flow chart illustrating in detail the process for enlisting the idea in

Fig. 2 on the stock exchange market.

Operator of the idea-dealing site proceeds to register an idea which has been traded at the over-the-counter market at the stock exchange market (of the site) only when the idea meets prescribed requirements (for example, when the price of the idea 5 stock reaches 5000won per share.) (step S301). An examination committee should first be organized and should examine whether it meets the prescribed requirements for listing at the stock exchange market. If the idea meets the requirements, it is allowed to be listed at the stock exchange market (step S302).

Here, the idea is listed at the stock exchange market at the current price in the 10 over-the-counter market. If the idea meets a predetermined qualification (e.g., the stock price is over 100,000won per share), the operator of the idea-dealing site supports development of a sample product on the listed idea and assists in registering a patent and a domain name. Next, if the idea meets a predetermined qualification (e.g., the stock price is over 100,000won per share), shares are issued for public subscription in 15 order to raise funds (step S303).

Fig. 5 is a flow chart illustrating the process of product selling in Fig. 2.

If an idea listed at the idea securities exchange market meets predetermined requirements, a group of marketing appraisers is organized at the initiative of the idea-dealing site (step S401) which determines whether or not the idea shall be 20 commercialized or a business therefore shall be established. The group also elects representatives for negotiation in selling the idea and organizes the founding staffs in case of establishing a business.

As next, development of a product is planned (step S402) and a new product is finally developed out (step S403).

Then, the unit price of the developed product is determined and the product is sold at the determined price (step S404) and the dividend therefrom is distributed to the members according to their stock holdings.

5                   <Second Embodiment>

Another embodiment of the present invention is described below making reference to Figs. 7 through 11. The present embodiment differs from the first embodiment in that the public subscription of the stocks can be made in installments under prescribed conditions; the shareholders can register various improvements of a 10 listed idea; and the investment returns can be obtained not only from commercializing of the idea, but also from sale of the idea, founding a corporation, or the like.

Fig. 7 shows a network connection in the method for dealing in ideas according to the second embodiment of the present invention.

15                   Referring to Fig. 7, an idea registrant 10 who is a member of the idea-dealing site 700 accesses the idea-dealing site 700 through the Internet and registers an idea. The registered idea is appraised by the idea appraisers 20a, ..., 20m on the basis of predetermined criteria. The price for the public subscription of the stock is determined according to results of such appraisal. An additional procedure for opposing the 20 appraisers' evaluation can also be provided for.

The general traders 30a, ..., 30n who are members of the idea-dealing site 700 can participate in the public subscription of registered ideas at the prices determined by the appraisers. In order to take part in the public subscription, however, one should have cyber money (or mileage). The cyber money can be bought by cash or can be obtained

through the member's activities such as joining the site as a member, recommending new members, advertisements view, participation in the survey, etc. at the idea-dealing site 700 or at other associated sites

The publicly offered idea is traded at the idea-dealing site 700 in the form of 5 cyber stocks. In the course of the trading, shareholders can register improved ideas with respect to the registered ideas.

If the price of an idea cyber stock on ascends higher than a predetermined one as a result of the trading at the idea-dealing site 700, a further public subscription can be provided. The public subscription price of the stock this time is preferably determined 10 by the idea registrant 10. Alternatively, the price can also be determined by appraisers 20a, ..., 20m or by a certain rate to the current stock price (e.g., 110% of the current price).

Such public subscription can be repeated several times, gradually heightening the stock price, so that the idea can be commercialized or sold out when its stock price 15 reaches a predetermined one.

Fig. 8 is a block diagram outlining the internal construction of the idea-dealing site 700.

The idea-dealing site 700 comprises a web server 710 which allows Internet 20 users to access it using a web browser, a mail server 720 which enables sending of mails to the members, and a database server 730 which includes an idea DB 770 that stores ideas registered by the members and a member DB 780 that stores personal data of the members at the least.

The idea DB 770 stores, at least, contents of each idea, inventor of each idea,

idea registration date, appraisal data on each idea, and improved ideas registered by shareholders.

The member DB 780 stores, at least, name, address, and contact information of each member, information on holding stocks, and amount of cyber money owned, etc.

5        The idea-dealing site 700 further comprises a stock trading processor 740 which controls transaction of the listed cyber stocks, a public subscription processor 750 which controls the public subscription of cyber stocks, and a settlement processor 760 which enables distribution of the returns accruing from sale or commercialization of an idea to shareholders and handling of the cases in which the cyber money is bought by cash.

10

Next, the procedure of dealing in ideas in the present embodiment is described in detail below, making reference to Fig. 9. Fig. 9 is a flow chart illustrating the procedure in the method for dealing in ideas according to the second embodiment of the present invention.

15       First, a member 10 who has registered himself as a member of the idea-dealing site 700 registers an idea (step S910). Since the procedures of obtaining the membership and registering an idea are the same as those in the first embodiment, a description thereof is omitted.

Whereas an idea description is prepared just prior to the over-the-counter market registration so as to immediately enable the over-the counter transactions in the first embodiment, the appraisal of the idea is conducted by appraisers 20a, ..., 20m prior to the effecting of transactions in the second embodiment..

The appraisers 20a, ..., 20m who are supposed to evaluate the ideas can be formed by a group of experts selected by the idea-dealing site 700, or, alternatively,

anyone who is a member of the idea-dealing site 700 can be allowed to serve as an appraiser for a predetermined period of time.

The evaluation of an idea should be made based on prescribed criteria. Such criteria may include creativity, marketability, usefulness, technical merits, and 5 expandability of the idea. The appraisers 20a, ..., 20m may not only grade an idea with respect to each of the criteria but also give their personal opinion. Further, they can recommend the listing price of a stock.

Members can inquire the result of appraisal for each idea. Fig. 10 is an exemplified screen showing an evaluation of an idea by an appraiser. Members can be 10 aided in deciding their investment on the idea by inquiring the result of its appraisal as shown in Fig. 10.

Further, members including the idea registrant 10 can raise objections to the evaluation of each appraiser. That is, members can refute the comments of the appraisers and the appraisers can amend their evaluation if they find the refutation of 15 the members to be reasonable.

In this way, the first public subscription of a registered idea proceeds during or after the evaluation of the idea (step S930).

It is possible that the public subscription with respect to an idea is effected only after the idea has recorded a predetermined score in the course of the appraisal. Once 20 the public subscription is decided, the idea-dealing site 700 makes a contract with the idea registrant 10 on provision of the idea. Such contract may have the form of a general offline contract or an online contract using electronic signup. Or, the contract can also be concluded assent of the idea registrant 10 to a stipulation prepared by the idea-dealing site 700. The contract includes provisions relating to the stock distribution at the

public subscription, the ownership of the intellectual property rights in case intellectual property rights are involved in the idea, etc.

Once the public subscription of a stock is decided, the unit price of the stock for the public subscription should be determined as well. The price can be determined by 5 the idea registrant 10 within predetermined range (e.g., between 10won and 100won) or by the average price of the appraisers' price recommendations .

Now that the public subscription price has been determined, applications for subscription are received from the members for a predetermined period of time. The public subscription can be made on the 'first come, first served' basis, or, the sharers 10 can be determined by lot from among the members who have applied for subscription during the application period.

A cyber stock issued on an idea is distributed to the idea registrant 10 and the idea-dealing site 700 at predetermined rates. Among such shares owned by the idea registrant 10 and/or the idea-dealing site 700, only a predetermined part is offered for 15 public subscription. For example, assuming 10,000 shares are issued, the idea registrant 10 can have 7000 shares, the idea-dealing site 700 can have 3000 shares, and 1000 shares among 3000 shares owned by the idea registrant 10 can be provided for public subscription for the members.

Members who wish to participate in the public subscription should have cyber 20 money. Members who do not have the cyber money can buy it by cash.

The cyber money that is earned through the public subscription is given to the idea registrant 10 after deduction of fees at predetermined rates. Here, the idea registrant 10 is paid by cash corresponding to the amount of the cyber money. In case the idea-dealing site 700 provides the stock used in the public subscription, the earned cyber

money can be used for commercialization of the idea after deduction of fees at predetermined rates.

Further, if establishment of a stock company is actually intended, the earned funds can be reserved. In such a case, the accumulated funds are can used for 5 establishing a company after termination of the final subscription.

Securities trading is to be conducted with respect to the cyber stocks once the first public subscription has been completed. The securities trading is processed by the stock trading processor 740, of which a detailed description is omitted here because this procedure is almost the same as that in the first embodiment.

10 Shareholders' improvement ideas can be registered in respect to the ideas the stocks of which are traded. Fig 11 is an exemplified screen showing an improved idea registered by a stockholder. The members who buy and sell cyber stocks can inquire such improved ideas to make buying/selling decision and to determine buy/sell prices.

When the price of a cyber stock rises higher than a predetermined one by 15 trading ("example" in step S950), the public subscription processor 750 notifies the members through the mail server 720 and provides additional public subscription (step S960). Of course, the notification can be made using a messenger or a short message service of the cellular telephone, instead of using the electronic mail.

The time for additional public subscription can be determined by the idea 20 registrant 10. Or, it can be determined automatically at the moment when the stock price rises higher than the predetermined one.

A certain portion of the shares held by the idea registrant 10 and/or the idea-dealing site 700 is used for the additional public subscription. In the above example, 1000 shares are used for the additional public subscription among the 6000 shares that

the idea registrant 10 holds after completion of the first public subscription.

Further, it is possible to use the shares of different sources at each public subscription. For example, a certain portion of the shares held by the idea registrant 10 can be used for the first and second subscriptions while a certain portion of the shares 5 held by the idea-dealing site 700 can be used for the third and fourth subscriptions.

Such public subscriptions are repeated for predetermined times. For example, the public subscription can be provided in a total of 5 times. Here, whether or not the next subscription is effected shall be determined by the stock price in cyber securities market. For example, it can be provided that the second subscription be effected only 10 when the stock price rises higher than 1000won, the third, higher than 2000won, the fourth, higher than 3000won, and the fifth, higher than 4000won.

The subscription price at each step of the public subscription can be determined by the idea registrant 10 within predetermined limits or at a certain ratio to the current 15 price (e.g., 100% of the current price). The funds earned from the additional public subscription of the shares owned by the idea registrant 10 are given to the idea registrant 10 after deduction of predetermined fees .

If the public subscriptions have been provided less than the predetermined number of times, step 940 through step 970 are repeated.

20 If the stock price decreases during the multistage public subscriptions as aforementioned (e.g., below the face value), the stock trading is stopped and the entire shares are bought by the idea registrant 10 or the idea-dealing site 700 at the face value or at the current price and destroyed.

One of the main reasons for the multiage public subscriptions is to encourage

the shareholders to actively submit their improved ideas. If a shareholder submits an improvement to an idea whose stock he owns, the marketability of the idea is increased, leading to the rise in stock price, so that he could sell the stock at a price higher than the price he bought or subscribed for, or he can expect returns accruing from 5 commercialization of the idea.

Another advantageous effect of the multistage public subscription is that a sudden rise of the stock price can be avoided by stepwise increase of the traded stock volume. For example, a gradual increase of the traded stock volume would have the effect of preventing a sudden rise of the stock price triggered eventually by unfair 10 activities of the so-called "operation forces".

Still another advantageous effect of the multistage public subscription is to enable various conditions relating to the idea be surveyed, effective idea protection means be prepared, and the capital funds necessary for establishing a business be raised. Since the public subscription is provided in installments, a closer examination of 15 the business environments or conditions with respect to the idea is possible. Further, the profits accruing from the multiple public subscriptions can be used in raising funds for securing patent rights or preparation of a business.

When the predetermined installments of public subscription are completed as described above ('example' of step S970), the corresponding idea is in line for 20 commercialization (step S980).

Steps of commercialization can be made in three ways: selling of the idea to an external investor; establishment of a business, leading to founding of a stock company after the issued cyber stocks are exchanged for real stocks; and commercialization in which a product with respect to the idea is marketed and actually sold.

In case of selling the idea, the money paid by the external investor is distributed to the members according to their stock holdings after deduction of predetermined fees involved in the selling procedure by the idea-dealing site 700.

The following table is an example showing the public subscription prices by 5 steps of the subscription, the quantities of the publicly subscribed shares, and the ratio of distribution of the money earned from the sale of the idea. In the table, figures in minus(-) signify that shares of corresponding quantity were used for public subscription.

Issue of Stock	Idea Registrant 7000 Shares	Idea-Dealing Site 3000 Shares	Quantity Of Shares provided for Subscription	Stock Price (won)	Remarks
1 <sup>st</sup> public subscription	-1000		1000	10-100	
2 <sup>nd</sup> public subscription	-1000		1000	500-1500	
3 <sup>rd</sup> public subscription		-1000	1000	2000-3000	Procurement of Capital Funds for Commercialization
4 <sup>th</sup> public subscription	-1000		1000	2500-3500	
5 <sup>th</sup> public subscription	-1000		1000	Over 4500	
Final Volume	3000	2000	5000		
Distribution Rate of Profits From Selling	30 %	20 %	50%		

In case of establishing a business, all shares of the cyber stock are exchanged 10 for real stocks. The funds earned from the multistage public subscriptions are used for capital funds. Here, funds raised from only a part of the whole public subscriptions may be used as the capital funds.

For example, a part of the total shares for public subscription (e.g., 20000 shares) can be reserved for use in establishment of a business and the reserved shares 15 are provided in the final public subscription to raise capital funds for establishment of

the business. When a company is established in this way, the cyber stocks are then exchanged for real stocks.

The following table exemplarily shows by steps the stock price of the publicly-offered stock, the quantity of the publicly-offered shares, and the final volume of the stock.

5

Issue of Stock	Idea Registrant 7000 Shares	Idea-Dealing Site 3000 Shares	Reserved Shares 20000 Shares	Quantity of Shares provided for Subscription	Stock Price (won)	Remarks
1 <sup>st</sup> public subscription	-1000			1000	10-100	
2 <sup>nd</sup> public subscription	-1000			1000	500-1500	
3 <sup>rd</sup> public subscription		-1000		1000	2000-3000	Procurement of Capital Funds for Commercialization
4 <sup>th</sup> public subscription	-1000			1000	2500-3500	
5 <sup>th</sup> public subscription	-1000			1000	Over 4500	
Final subscription			-20000	20000		Use as Capital Funds for a Business to be Established
Final Volume	3000	2000		25000		

In case of commercialization of the idea, product(s) of the idea are developed and sold under lead of the idea-dealing site 700 as in the first embodiment and the profits are distributed according to the holding volume of the cyber stock.

10

Although the present invention has been described above with respect to the preferred embodiments, the scope of the rights in the present invention is not limited thereto, but rather shall be determined by the claims appended herein below.

## INDUSTRIAL APPLICABILITY

The present invention, there has the advantageous effect that it allows a user to list his idea on an idea-dealing site to have the marketability of the idea tested through 5 virtual stock trading, and an idea of which the marketability has been verified is supported in commercialization or establishment of a business therefore.

A further advantageous effect of the present invention is that various improved ideas can be registered with respect to a listed idea, so that the idea can be improved to an idea having more marketability.

10 There is still a further advantageous effect in that the present invention not only allows the invested money be returned by selling the cyber stock at the cyber stock exchange even prior to commercialization or selling of the idea, but also enable the investors to obtain profits from the rise in stock price in case of a fine idea.

**What is claimed is:**

1. A method for dealing in ideas on the Internet, comprising:
  - the first step wherein the idea-dealing site issues a cyber stock on an idea and
  - 5 allows said idea stock to be registered at the over-the-counter market as a general member applies for an over-the-counter market registration by submitting an application appending a description of said idea;
  - the second step wherein trading of said cyber stock starts and said cyber stock is listed at the stock exchange market if it satisfies predetermined requirements; and
  - 10 the third step wherein marketability of a listed idea is tested and an idea of which the marketability has been verified is supported in commercialization and establishment of a venture business, and profits therefrom is distributed.
2. The method for dealing in ideas on the Internet as set forth in Claim 1,  
15 wherein the cyber stock issued in said first step is allotted to the idea registrant, the general members, and the idea-dealing site according to predetermined ratio.
3. The method for dealing in ideas on the Internet as set forth in Claim 1,  
20 wherein the trading of said cyber stock in said second step is conducted using cyber money granted to the members according to their achievements.
4. The method for dealing in ideas on the Internet as set forth in Claim 1,  
wherein said second step comprises the following steps:
  - 2-2) wherein the idea-dealing site organizes an examination committee if a

stock traded at the over-the-counter market meets predetermined requirements, said committee examines said idea, and allows said idea to be listed at the stock exchange market if it satisfies predetermined requirements.

5        5. The method for dealing in ideas on the Internet as set forth in any one of Claim 1 through Claim 4, wherein said third step comprises the following steps:

      3-1) of verifying marketability of an idea listed on the stock exchange market;

      3-2) of organizing a group of commercialization appraisers if the marketability has been verified in said step 3-1);

10        3-3) of deciding about selling of the idea and founding of a business, and organizing negotiation representatives in case of selling;

      3-4) of planning for development of products, developing products, determining the unit prices of the developed products, and selling the products at the determined prices; and

15        3-5) of distributing the profits made from selling of the products according to the stock holdings.

6. A method for dealing in ideas on the Internet, comprising:

      the first step wherein the idea-dealing site stores an idea in its database and 20 notifies said idea as a member accesses the idea-dealing site and uploads an application for registration of his idea together with a description of the idea appended thereto;

      the second step wherein the idea-dealing site stores appraisal reports submitted by the members in its database and notifies said reports as the members access the idea-dealing site and upload their appraisal reports on said idea;

the third step wherein issuance of a cyber stock is decided if the results of appraisal in said second step satisfy predetermined criteria, the public offering of said stock is notified to the members, and said cyber stock is issued using the funds collected from the public subscription by the members;

5 the fourth step wherein the members are allowed to trade said cyber stock in the idea-dealing site;

the fifth step wherein the idea-dealing site notifies the members of further public subscription if the price of said cyber stock rises higher than a predetermined one as a result of the trading in said fourth step and applications for subscription from the 10 members are received;

the sixth step wherein said fourth and fifth steps are repeated a predetermined number of times; and

the seventh step wherein an idea is commercialized if the cyber stock of said idea has been publicly subscribed over a predetermined times, and profits from the 15 commercialization are distributed to stock holders of said cyber stock.

7. The method for dealing in ideas on the Internet as set forth in Claim 6, wherein said fourth step comprises a further step in which the idea-dealing site stores improvements of said notified idea in its database and notifies said improved ideas as 20 the members access the idea-dealing site and upload said improved ideas.

8. The method for dealing in ideas on the Internet as set forth in any one of Claim 6 and Claim 7, wherein said appraisal report in said second step includes items for grading creativity, marketability, usefulness, technical merits, and expandability of

an idea.

9. The method for dealing in ideas on the Internet as set forth in any one of  
Claim 6 and Claim 7, wherein said cyber stock issued in said third step is allotted to the  
5 idea registrant and the idea-dealing site at predetermined rates and a predetermined part  
of the allotted stock is used for the public subscription.

10. The method for dealing in ideas on the Internet as set forth in any one of  
Claim 6 and Claim 7, wherein the cyber money accumulated by the members is used for  
10 payments in the public subscription in said third step.

11. The method for dealing in ideas on the Internet as set forth in any one of  
Claim 6 and Claim 7, wherein transaction of a cyber stock is stopped in case the price of  
said cyber stock decreases lower than a predetermined one as a result of trading in said  
15 fourth step.

12. The method for dealing in ideas on the Internet as set forth in any one of  
Claim 6 and Claim 7, wherein the price of the publicly-offered stock in said fifth step is  
determined by the idea registrant.

20

13. The method for dealing in ideas on the Internet as set forth in any one of  
Claim 6 and Claim 7, wherein the price of the publicly-offered stock in said fifth step is  
determined on the basis of a predetermined ratio to the current price at the time of the  
public offering.

14. The method for dealing in ideas on the Internet as set forth in any one of Claim 6 and Claim 7, wherein the public offering in said sixth step is provided five times.

5

15. The method for dealing in ideas on the Internet as set forth in any one of Claim 6 and Claim 7, wherein said commercialization in said seventh step means sale of the idea to external investor(s).

10 16. The method for dealing in ideas on the Internet as set forth in any one of Claim 6 and Claim 7, wherein said commercialization means founding a company, said profits distributed to the stockholders are the stock of said founded company, and at least a part of the funds earned by said public subscriptions is used as capital funds needed for founding said company.

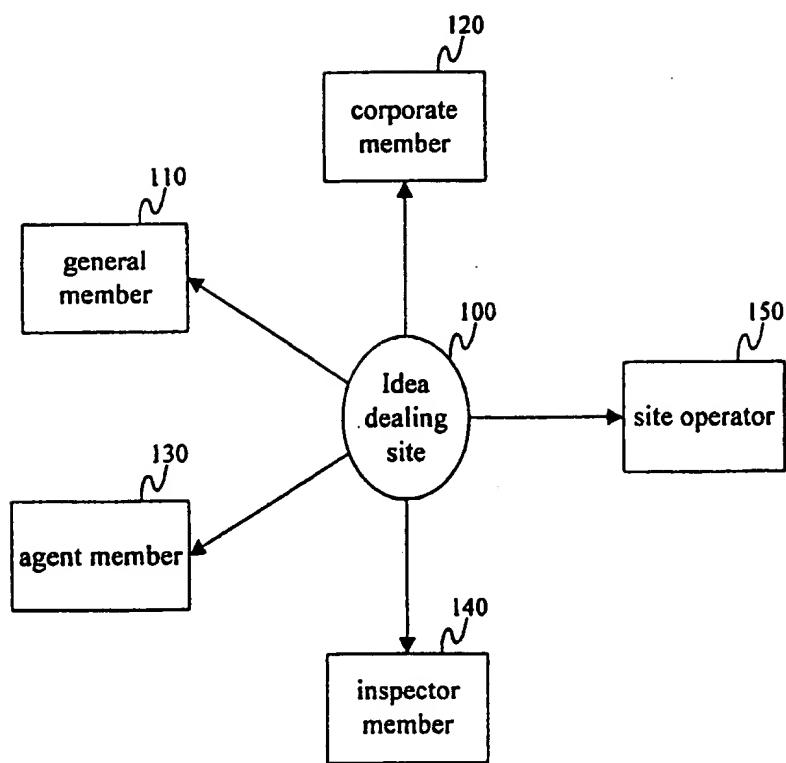
15

17. The method for dealing in ideas on the Internet as set forth in Claim 16, which further comprises the steps of:

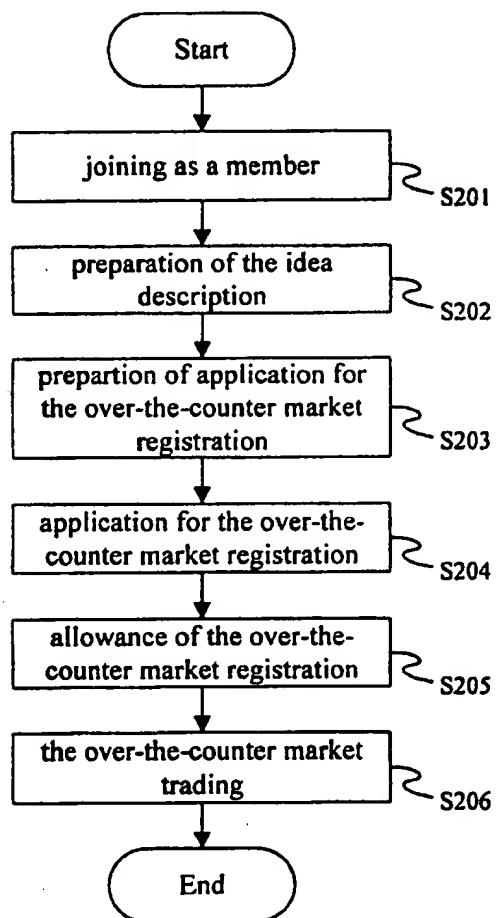
reserving a part of the cyber stock issued in said third step;  
providing a public subscription for founding a company using said reserved  
20 cyber stock after said sixth step; and  
founding a company using the funds raised by said public offering in said seventh step and exchanging the cyber stock for stock of the founded company.

## 【DRAWINGS】

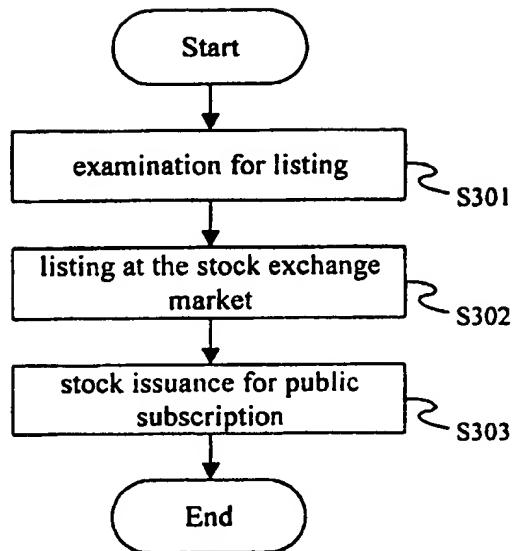
【Fig. 1】



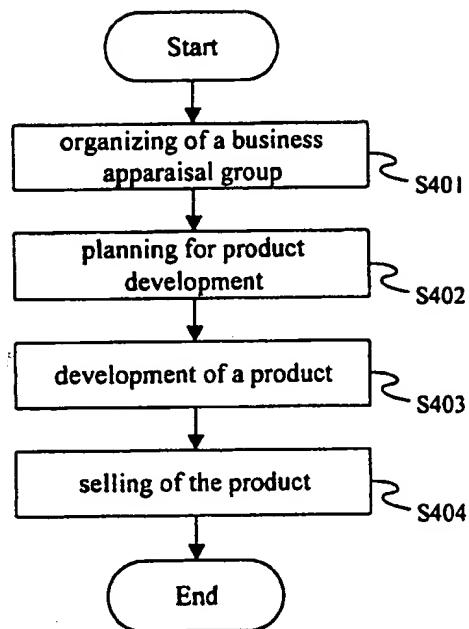
【Fig. 3】



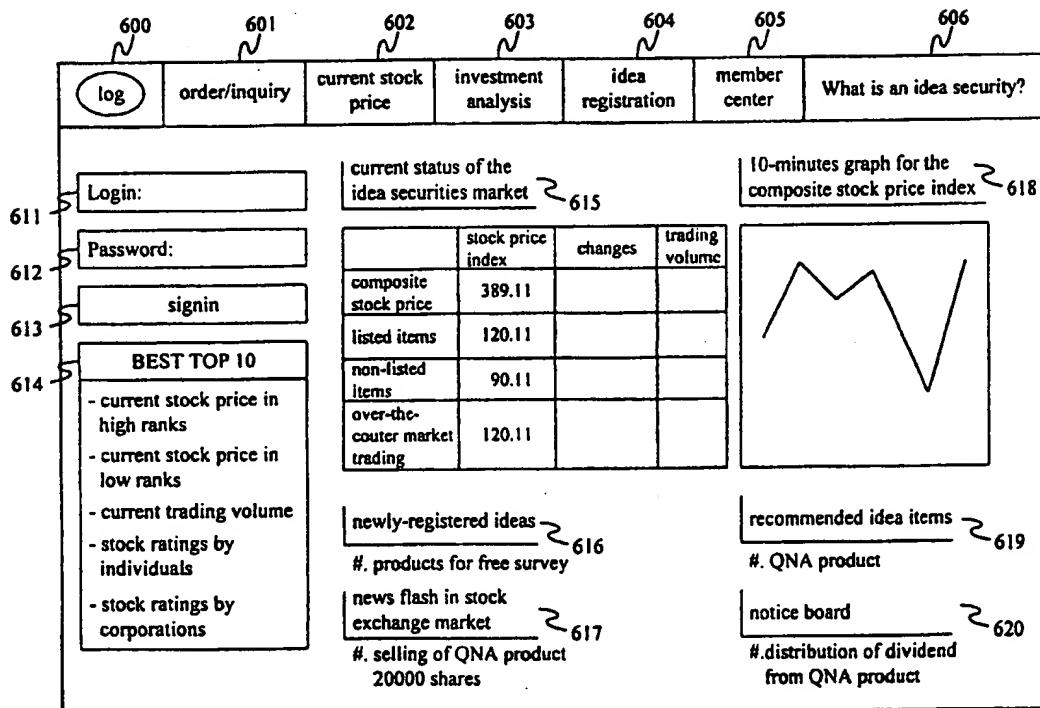
【Fig. 4】



[Fig. 5]



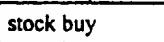
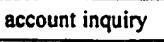
[Fig. 6a]



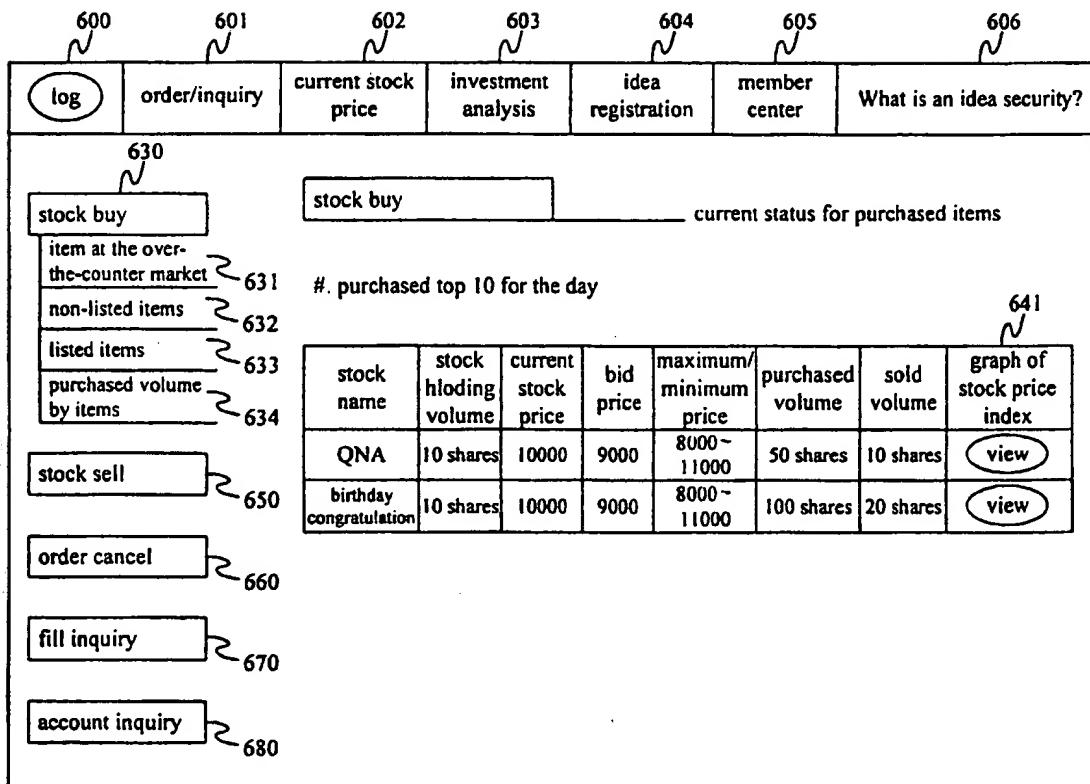
【Fig. 6b】

600	601	602	603	604	605	606													
log	order/inquiry	current stock price	investment analysis	idea registration	member center	What is an idea security?													
<table border="1"><tr><td>idea registration</td><td>621</td><td>registration</td><td>clear</td><td>622</td></tr><tr><td>code entry : 1234</td><td>623</td><td>product entry : QNA</td><td>624</td><td>industry : Internet</td><td>625</td><td>category : over-the-counter market</td><td>626</td></tr></table>							idea registration	621	registration	clear	622	code entry : 1234	623	product entry : QNA	624	industry : Internet	625	category : over-the-counter market	626
idea registration	621	registration	clear	622															
code entry : 1234	623	product entry : QNA	624	industry : Internet	625	category : over-the-counter market	626												

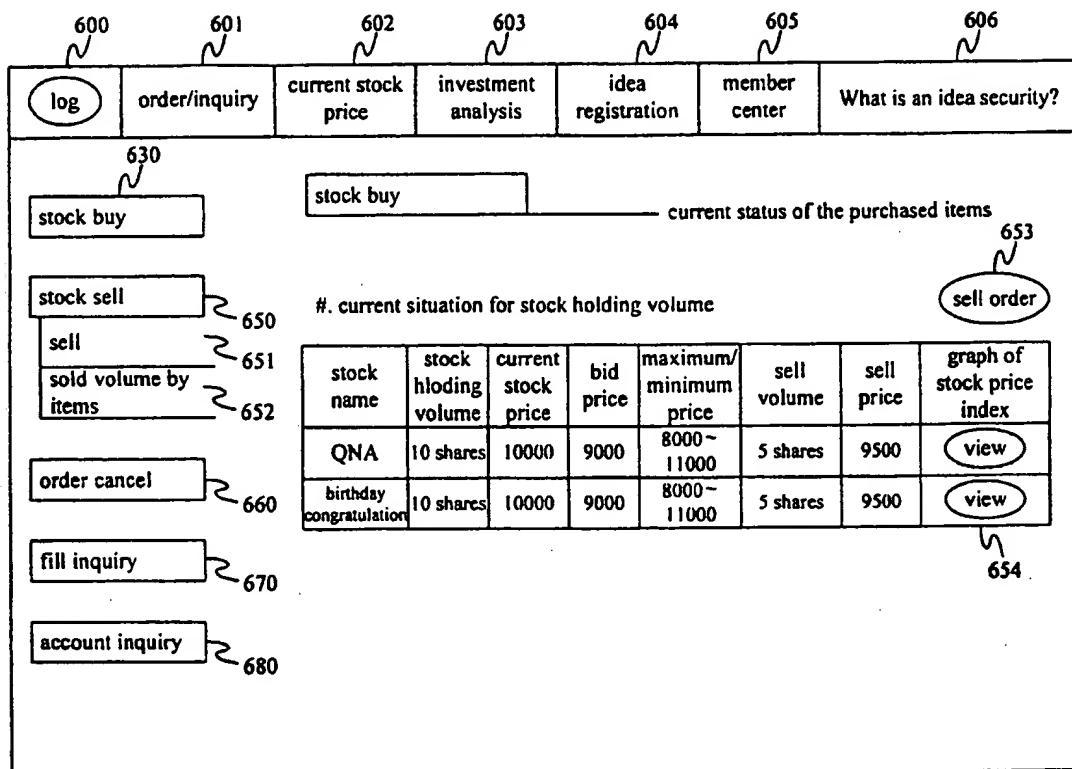
【Fig. 6c】

600 	601 order/inquiry	602 current stock price	603 investment analysis	604 idea registration	605 member center	606 What is an idea security?															
<div style="display: flex; justify-content: space-between;"> <div style="flex: 1;"> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">630 </div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">stock buy</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">over-the-counter items</div> </div> <div style="flex: 1;"> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">item at the over-the-counter market</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">non-listed items</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">listed items</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">purchased volume by items</div> </div> <div style="flex: 1; text-align: right;"> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">code entry: </div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">product entry:  </div> </div> </div> <p>Please click the search button for the whole view to find out the code and item.</p> <p>#. The list of buy order for the day</p> <p>member name: Choi, Gang soo      account balance: 1,2000,000 Won</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>stock name</th> <th>price ordered</th> <th>quantity of shares ordered</th> <th>time of order</th> <th>result</th> </tr> </thead> <tbody> <tr> <td>QNA</td> <td>95000</td> <td>5 shares</td> <td>15 : 00</td> <td>order filled</td> </tr> <tr> <td>birthday congratulation</td> <td>95000</td> <td>5 shares</td> <td>15 : 00</td> <td>order on standby</td> </tr> </tbody> </table>							stock name	price ordered	quantity of shares ordered	time of order	result	QNA	95000	5 shares	15 : 00	order filled	birthday congratulation	95000	5 shares	15 : 00	order on standby
stock name	price ordered	quantity of shares ordered	time of order	result																	
QNA	95000	5 shares	15 : 00	order filled																	
birthday congratulation	95000	5 shares	15 : 00	order on standby																	
640 																					

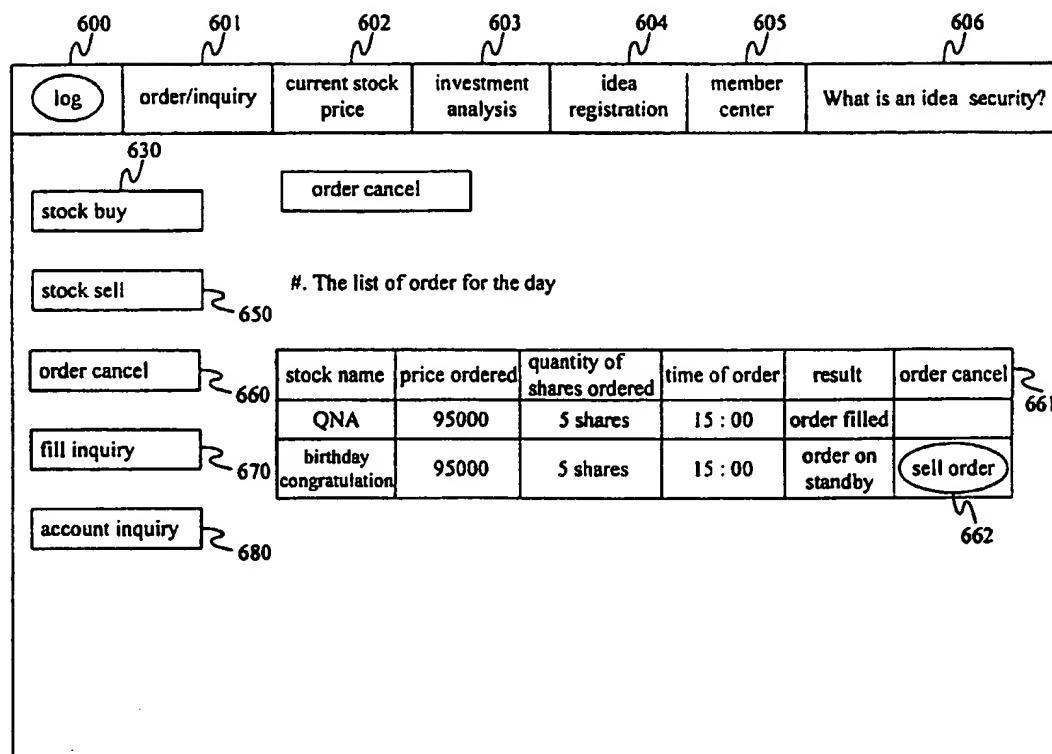
【Fig. 6d】



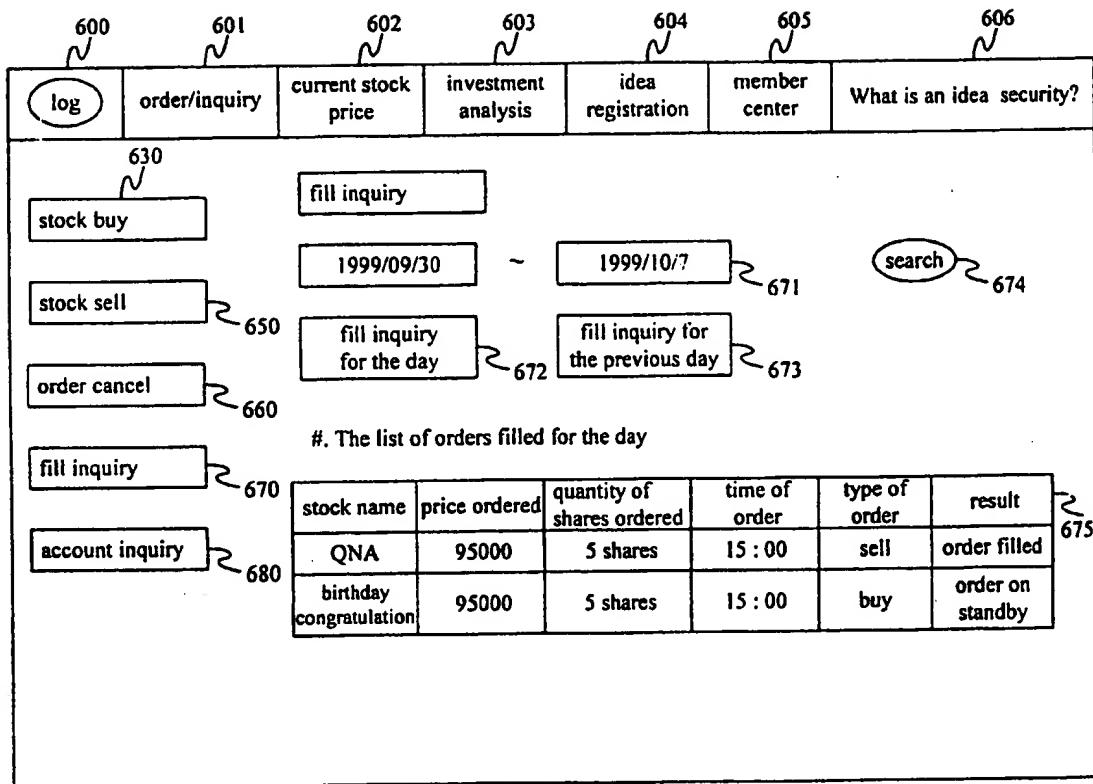
【Fig. 6e】



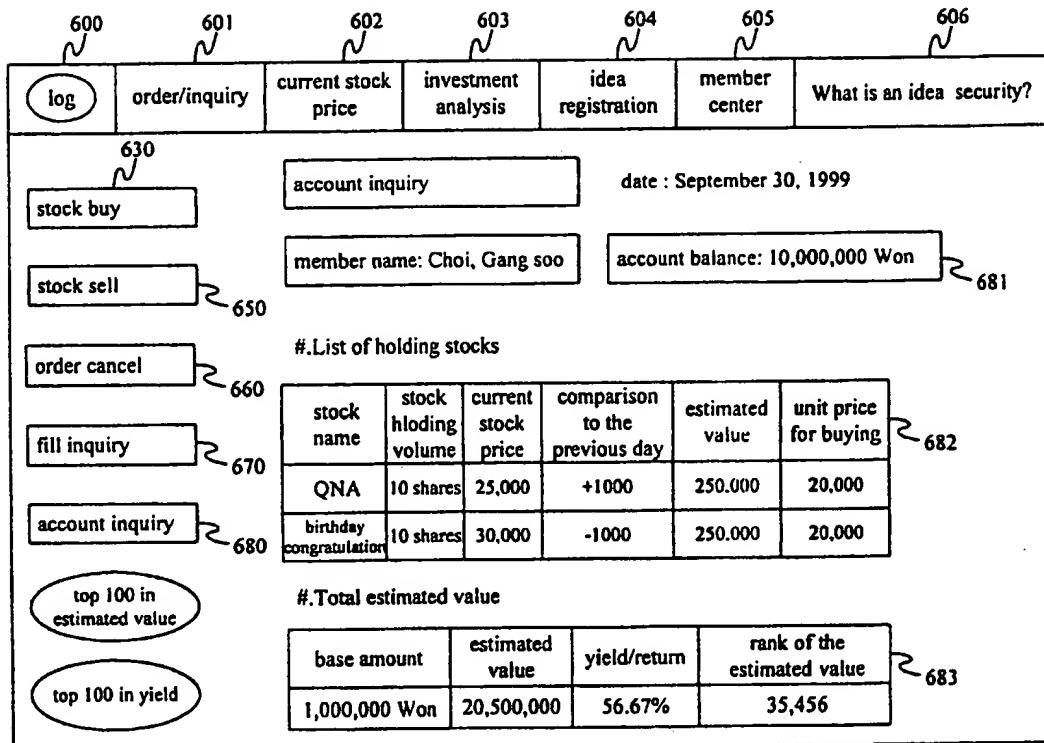
【Fig. 6f】



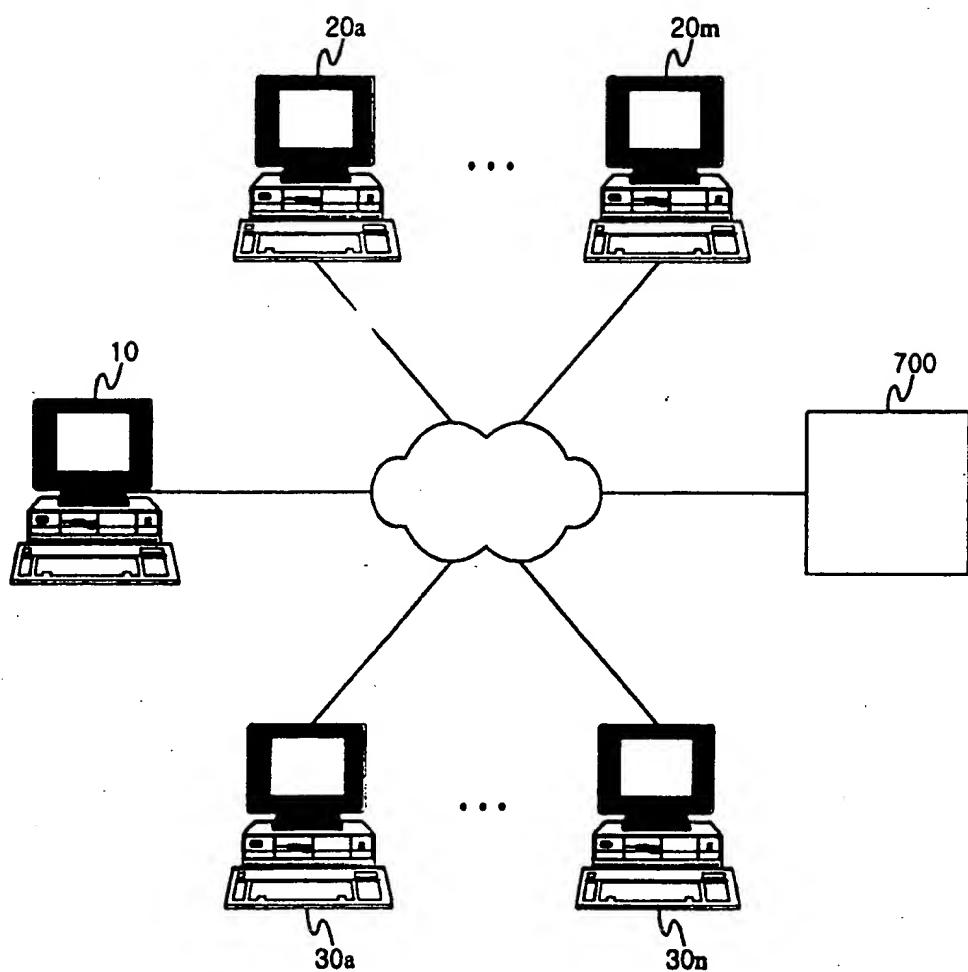
[Fig. 6g]



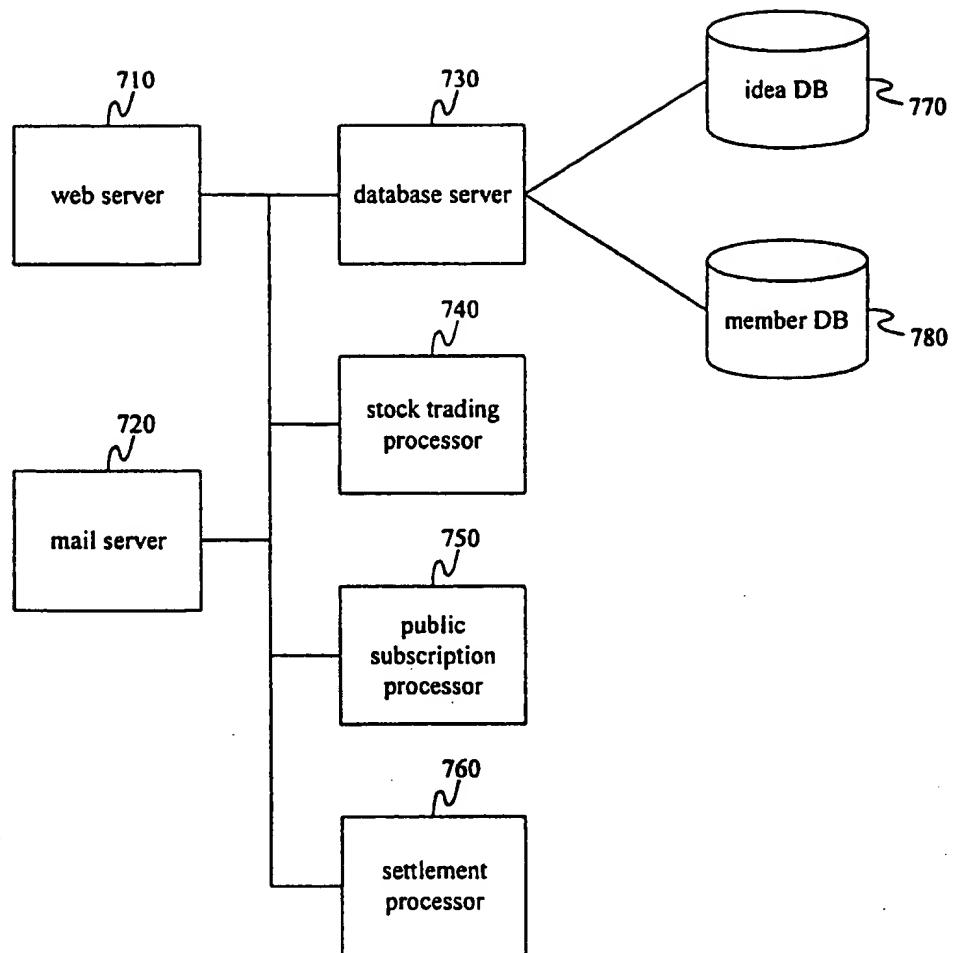
【Fig. 6h】



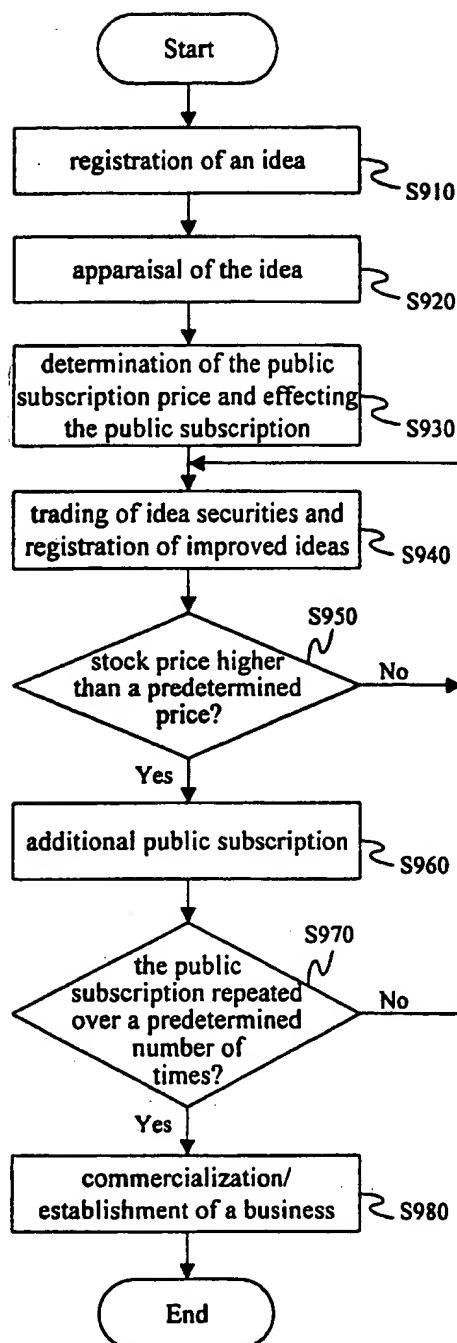
【Fig. 7】



【Fig. 8】



【Fig. 9】



[Fig. 10]

Figure 10 shows a screenshot of a web browser window displaying a product listing page. The browser interface includes a menu bar with File, Edit, View, Go, Favorites, and Help, and a toolbar with Back, Stop, Refresh, Home, Search, Favorites, History, Channels, Full screen, Mail, Print, and Edit buttons. The address bar shows the URL <http://www.idealstock.co.kr/>. The main content area displays a product card with the following details:

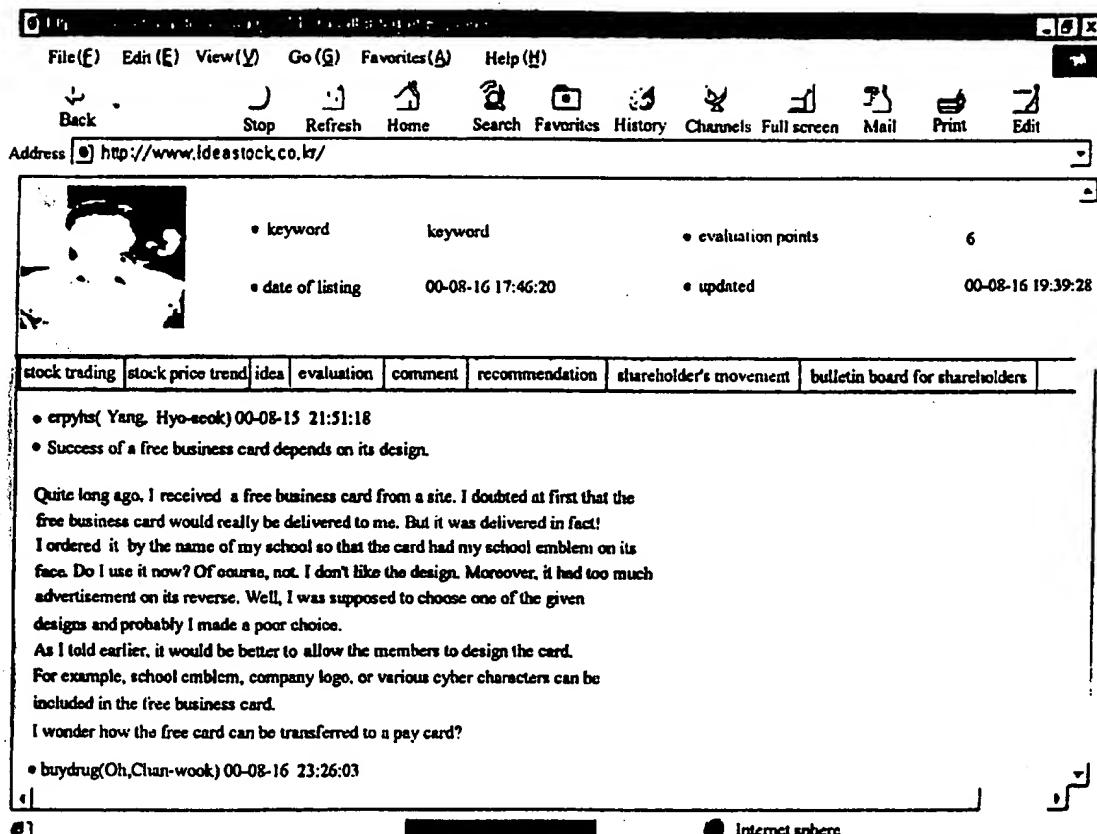
	• code number 5883	• category software
	• registrant buydrug(Oh. Chan-wook)	• inquiry/recommendation/comment 100 / 12 / 2
	• keyword keyword	• evaluation points 6
	• date of listing 00-08-16 17:46:20	• updated 00-08-16 19:39:28

Below the product card is a navigation menu with links: stock trading, stock price trend, idea, evaluation, comment, recommendation, shareholder's movement, and bulletin board for shareholders. The main content area then displays a section titled "attdong(Choi, Gang-soo) AGENT" followed by a list of attributes and their descriptions:

- creativity(7) The fancy business card was once in fashion as company promotion.
- marketability(5) The price of one box of fancy business card is about 5000won. Young people are the major potential customers but the marketability is very low for them in terms of the design. Namely, profitability by advertisements would be very poor.
- effectiveness(5) The general members seem to be much interested but not likely to be attracted by.
- positiveness(9) The positiveness of the registrant is very high. Especially, in view of the fact that he is running his own site on a small scale.
- technical merits(7) Technically, cooperation with an offline system is required. The service on the Internet seem to have no difficulty.
- expandability(5) The value and expandability are very poor in view of the fact that the service already exists. Accordingly, a more marketable element has to be included in a small space of a business card. Attempting M&A with a character business is recommended.

At the bottom of the page, there is a footer with the text "Internet sphere" and a small circular icon.

[Fig. 11]



## INTERNATIONAL SEARCH REPORT

International application No.

PCT/KR00/01348

## A. CLASSIFICATION OF SUBJECT MATTER

IPC7 G06F 17/6001

According to International Patent Classification (IPC) or to both national classification and IPC

## B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC G06F

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)  
EPO, PAJ, KIPONET

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	JP 3-179863 A (HITACHI, LTD.) 5 August 1991 Abstract	1-17
A	JP 4-359365 A2 (HITACHI, LTD) 11 December 1992 Abstract, Fig. 2, 3	1-17
A	US 5866889 A (CITYBANK, N.A.) 2 February 1999 Abstract, Fig. 1-3C	1-17
A, P	WO 11587 A1 (MARKETXT, INC.) 2 March 2000 Abstract	1-17

 Further documents are listed in the continuation of Box C. See patent family annex.

- \* Special categories of cited documents:
- "A" document defining the general state of the art which is not considered to be of particular relevance
- "E" earlier application or patent but published on or after the international filing date
- "L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of citation or other special reason (as specified)
- "O" document referring to an oral disclosure, use, exhibition or other means
- "P" document published prior to the international filing date but later than the priority date claimed

- "T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
- "X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
- "Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
- "&" document member of the same patent family

Date of the actual completion of the international search  
13 MARCH 2001 (13.03.2001)Date of mailing of the international search report  
14 MARCH 2001 (14.03.2001)Name and mailing address of the ISA/KR  
Korean Industrial Property Office  
Government Complex-Taejon, Dunsan-dong, So-ku, Taejon  
Metropolitan City 302-701, Republic of Korea  
Facsimile No. 82-42-472-7140Authorized officer  
CHO, Ji Hun  
Telephone No. 82-42-481-5993

**INTERNATIONAL SEARCH REPORT**

Information on patent family members

International application No.

PCT/KR00/01348

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
JP 3-179863 A	05.08.91	EP 416482 A B US 5315634	29.11.93 24.05.94
JP 4-359365 A2	11.12.92	None	
US 5866889 A	02.02.99	EP 870258 A1 JP 11506853 WO 9641287 A1	14.10.98 15.06.99 19.12.96
WO 11587 A1	02.03.00	AU 5677599 A1	14.03.00